

Message Text

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ACTION EB-07

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E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: EXPORTS OF '76 MODEL JAPANESE AUTOMOBILES TO U.S.

1. BEGIN SUMMARY: JAPANESE AUTOMOBILE MANUFACTURERS HAVE ANNOUNCED PLANS FOR EXPORT OF THEIR '76 MODEL AUTOMOBILES TO THE STATES. THE INDUSTRY AS A WHOLE IS HOPEFUL THAT ECONOMIC RECOVERY WILL LEAD TO US SALES EVEN GREATER THAN THE 1 MILLION EXPECTED BY THE END OF CALENDAR YEAR 1975. AS USUAL, LARGEST EXPORTERS WILL BE TOYOTA AND NISSAN; TOYOTA AND FUJI HEAVY INDUSTRIES' MODELS MAY COMPETE SHARPLY WITH THE NEW CHEVETTE; ISUZU PLANS TO MARKET A PASSENGER CAR IN THE US FOR THE FIRST TIME. END SUMMARY.

2. ACCORDING TO RECENT PRESS REPORTS, WHICH HAVE BEEN CONFIRMED BY EACH INDIVIDUAL MANUFACTURER, JAPAN AUTO COMPANIES IN OCTOBER BEGAN FULL-SCALE EXPORT OF THEIR 1976 MODELS TO THE US. THE INDUSTRY IS HOPEFUL OF EXPORTING OVER 1 MILLION 76-MODELS TO THE US BUT IS WARY OF BOTH THE TREASURY ANTI-DUMPING INVESTIGATION AND THE COMPETITION POSED BY THE RECENTLY INTRODUCED CHEVETTE. FOLLOWING ARE EXPORT PLANS BY COMPANY:

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3. TOYOTA: PLANS TO SHIP 76-MODELS AT A RATE OF 24,000

CARS A MONTH AND BEGAN ACTUAL SHIPMENT IN MID-SEPTEMBER, ABOUT HALF OF THESE CARS WILL BE THE "COROLLA" MODEL, THE CHEAPEST ONE OF WHICH IS PRICED ABOUT \$50 BELOW THE CHEVETTE.

4. NISSAN: SHIPPED 20,000 UNITS TO THE US IN OCTOBER AND PLANS CONTINUED EXPORTS AT THE SAME LEVEL FOR AT LEAST THE NEXT 2-3 MONTHS. FUJI HEAVY INDUSTRIES HAS BEGUN MONTHLY EXPORTS OF BOTH ITS 1400 AND 1600 CC "LEONE" MODELS. PRICE OF THE 1400 CC MODEL, WHOSE STATESIDE NAME IS YET TO BE DECIDED, HAS BEEN LOWERED APPROXIMATELY \$100 FROM THE 75-MODEL TO MAKE ITS PRICE COMPETITIVE WITH THE NEW CHEVETTE. CURRENT FUJI PLANS CALL FOR A TOTAL MONTHLY SHIPMENT OF 4500 UNITS.

5. TOYO KOGYO CO. HAS BEGUN MONTHLY SHIPMENTS OF 8000 UNITS. INCLUDED IN THIS FIGURE ARE MAZDA RX-2 (CAPELLA), RX-3 (SAVANNA), RX-4 (LUCE) AND THE RECIPROCATING ENGINE "GRAND FAMILIAR" CAR PLUS THE NEW RX-5 SPORTS TYPE (COSMO RE). THE COMPANY IS ALSO PLANNING TO INCREASE THE NUMBER OF US DEALERSHIPS FROM 400 TO 500.

6. FROM THE END OF OCTOBER, HONDA PLANS A MONTHLY SHIPMENT OF 16,000 CIVIC MODELS. ACCORDING TO A COMPANY SPOKESMAN, HONDA EXPECTS A VERY FAVORABLE RATING FROM THE US EPA ON THE CIVIC NEXT MONTH AND WILL THEN CONSIDER A SMALL PRICE RISE ON THE MODEL.

7. MITSUBISHI WILL SEND ITS FIRST SHIPMENT OF '76 DODGE COLTS TO THE US ABOUT THE END OF OCTOBER AND WILL ALSO BEGIN EXPORTS OF ITS "PRIMUS ARROW" FROM MID-DECEMBER. THE "PRIMUS ARROW" WILL BE AVAILABLE IN BOTH 1600 CC AND 2000 CC MODELS. MITSUBISHI'S TARGETED TOTAL MONTHLY EXPORT FIGURE IS 10,000 UNITS.

8. LASTLY, ISUZU MOTORS (OWNED 34.2 PERCENT BY GM) WHOSE EXPORTS TO THE US HAVE, UNTIL NOW, BEEN LIMITED TO SMALL-SIZE TRUCKS WILL, FROM APPROXIMATELY MID-LIMITED OFFICIAL USE

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DECEMBER, BEGIN EXPORTING AN 1800 CC CAR, THE GEMINI. THE FIRST MONTH'S EXPORT FIGURE HAS BEEN SET AT 2000 AUTOMOBILES WITH PLANNING BEYOND THAT DATE INCOMPLETE. THE GEMINI WILL REPORTEDLY BE AIMED AT THE MARKET SEGMENT BETWEEN THE CHEVETTE AND THE VEGA.
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